



FOR IMMEDIATE RELEASE

MEDIFACTS INTERNATIONAL DRIVES INNOVATION IN TELEMEDICINE FOR CLINICAL TRIALS

Continued Development of T-SMBP Technology and Proactive Approach Keeps Medifacts Out in Front

ROCKVILLE, MD (USA), December 16, 2009– MEDIFACTS INTERNATIONAL, INC., one of the largest global providers of noninvasive cardiovascular diagnostic services, today announced that they are once again leading the Cardiovascular Safety Services marketplace in innovation, expertise, and execution - this time with new innovations in the use of telemedicine, T-SMBP (Telemonitoring Self Measured Blood Pressure), in clinical trials.

T-SMBP allows for remote collection of blood pressure (BP) data from a subject's home. Telemonitoring and telemedicine are actively being implemented through health care providers for general patient care, specifically in patients being treated for heart failure, diabetes, cancer and hypertension. The transition and implementation of telemedicine in clinical trials provides many benefits to the conduct of the study. The benefits of implementing T-SMBP include: (i) electronic capture of BP data, which removes transcription errors; (ii) reduction in the number of office visits required by the subject; and perhaps most importantly (iii) real-time access to the subjects' BP data via study web portal, which allows for alert criteria process and real-time view of data trends and treatment effect.

Over the past two years, Medifacts has worked with their partners and devoted key resources to advancing the design, implementation and execution of T-SMBP in clinical trials to enhance a solution that is both functional and cost-effective. As the global leader in ABPM (Ambulatory Blood Pressure Monitoring), Medifacts was able to access its vast reservoir of real-time clinical trial ABPM experience to enhance its T-SMBP solution.

Medifacts will present best practices and case studies of effective implementation of T-SMBP in clinical trials at The Med-e-Tel 2010 Conference in Luxembourg, April 14-16, 2010.

Michael Woehler, Medifacts International's President and Chief Executive Officer said: "We are seeing a very positive reaction to our proactive approach regarding technologies, study designs and timetables. It's important to our clients that we be innovative and driven toward more effective solutions. Our commitment to serve our clients' needs continues to pay dividends as we advance our position as one of the top global companies providing cardiovascular safety solutions."

About MEDIFACTS

Driven by best-in-class Science, Technology, and Service Quality, Medifacts International has become a global leader providing ECG, Holter, Ambulatory Blood Pressure Monitoring, Spirometry, Glucometry, Pulse Wave Analysis and related services to pharmaceutical, biotech and medical device companies.

Medifacts International's scientific expertise, proprietary WebHeart[®] technology, global presence and recognized quality leadership has established Medifacts International as one of the top 3 providers in comprehensive cardiac safety and efficacy services.



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WebHeart® is a proprietary, global, web-based platform that offers a complete solution to acquiring, displaying, measuring, and managing cardiac safety and efficacy data in clinical trials. This system allows for live, genuine real-time access to ongoing study activity and data, delivering value added services to Medifacts International's clients alongside operational and cost efficiencies. Because no actual programming is needed, the time and cost of both study setup and data submission are dramatically reduced.

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